



Artist Opportunity

MyMural South Acton

Resident Curated

Launch date: April 2019

Site: Frampton Court , Avenue Road, London, W3



Surface finish:  
Brick (with  
windows)

Indicative sizing :  
Height range : 30-40m  
Width range: 5 -10m

Visual links:  
[Google](#)  
[Streetview link](#)



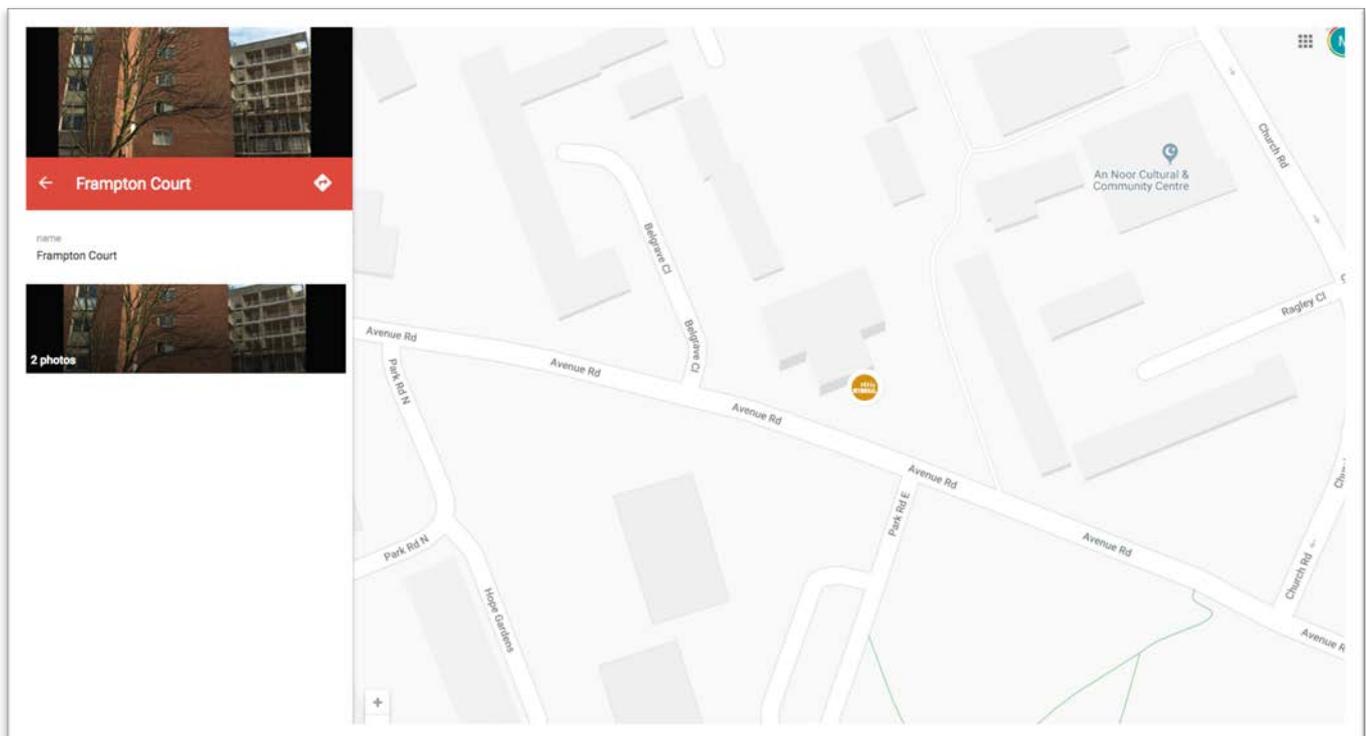
## Local keywords

Identified by people from around the South Acton Estate regarding this opportunity

Appealing; Beauty; Bright; Rooted; Colourful; Creative; Cohesion; Current; Dedicated to the community; Diverse; Diversity; Ecology; Engaging; Eye-catching; the Ginny<sup>1</sup>; History; Inspiring; Integration; Local Acton Wildlife; Organic; Rural scene with the Bollo<sup>1</sup>; Symbiotic; Family; Friendly.

## Opportunity location – where is Frampton Court?

Link to online map: [https://drive.google.com/open?id=1awMOeUH\\_WYN1P81G6Kht3c1zMVdKb27H&usp=sharing](https://drive.google.com/open?id=1awMOeUH_WYN1P81G6Kht3c1zMVdKb27H&usp=sharing)



## About the wider project

South Acton Estate is pioneering the MyMural scheme, which is supported by the GLA, Stik, London Community Foundation and hosted between Artification, University of the Arts London and friends. This is a new form of matchmaking scheme between urban artists and residents, to enable great new artworks to happen in everyday locations on and around the buildings where people live.

This call is not a public art commission. Rather it is an exciting new chance for collaboration between artists as creators and residents as co-curators - as part of a new set of funded opportunities for urban arts, to enable new works to happen on some buildings/sites which would not otherwise be accessible for art. Thanks to support from the Mayor of London (GLA), Stik and London Community Foundation, the initiative has some resources and some in-kind support to ensure successful implementation, including a fixed-fee available for the selected artist's collaboration. More information on the wider initiative is available at [www.mymural.org](http://www.mymural.org).



## Key dates for artists – Frampton Court, W3

2019 Dates

|                           |  |
|---------------------------|--|
| <b>06 May</b>             | <b>Deadline for expressions of Interest (Eoi) and submission of related materials</b> - One or more sketch ideas from any interested artist, plus examples of your capacity to work on this project. |
| <b>27 May</b>             | <b>Shortlisting</b> – Up to three artists invited to submit next level worked-up ideas   |
| <b>28 May – 09 June</b>   | <b>Site and community visit/s</b>  |
| <b>10 June - 07 July</b>  | <b>Agree, refine and prepare</b> – final artist agreed by community and notified, and logistics prepared for making artwork.   |
| <b>08 July – 15 Sept.</b> | <b>Period for making artwork on site.</b>  |

## Local context & community - South Acton Estate

*Local comments about South Acton estate, the surrounding area and communities near to where new artwork/s that will be created.*

### Local voices on the local context

“South Acton has a rich local heritage and street art scene which strongly reflects it (e.g. the Oak Tree mural).”

“South Acton is family oriented – a friendly neighbourhood, where lots of people know each other; it also well adaptable to change”

“A mix of new build and older council housing blocks (soon-to-be-demolished)”

“I run walks and talks with people interested to know more about the local heritage and arts scene.”

“A very multicultural and diverse area full of lots of character.”

“It’s great we can replace the lost artwork with the new”

“In South Acton, the mosque and church are next to each other”

“The community would like to see things and paintings that inspire a connection.”

“The Redbrick side of South Acton estate reflects a strong history of sound, music, party, Sound System.”

“Work here is going on (between Touchwood Trees, ATM Street art and Artification) to improve habitats for nature around Hope Gardens and Beaumaris/Corfe Towers (‘Green Refuge’). More artwork will help to spread the message and engage more people locally in these improvements.”

“South Acton has a strong historic art community ... In the past there was a lot of art, murals, mosaics, on the ends of the rendered walls.”

“Community; Music; Laughter; Friendship; Sound System; Grime Music; Reggae; Soul; Hip Hop”



## Themes - South Acton Estate

*Reflections, stories, topics or hopes suggested by South Acton Estate locals, for artists to bear in mind or explore further.*

### Local voices on stories, insights, topics and hopes ...

“Industrial and agricultural history of Acton”

“Great people of Acton – women, men, ethnic groups ...”

“Truth to the community. Colour, inclusion, size.”

“Lost pubs of South Acton”

“A rural scene with fields; the Bollo brook flowing; the old All Souls church); the Ginny train”

“It is good to see and remember that Acton was a thriving place of poets and artists. Like poet’s corner.”

“The Redbrick side of South Acton estate reflects a strong history of sound, music, party, Sound Systems.”

“Protecting and promoting local wildlife and biodiversity”

“Some of this is Acton Gardens – probably painting of people; themes that will be appropriate [for Acton Gardens].”

“Green and blue and other flowery colours”

“There is an environmental crisis in the UK generally, and in cities, caused by habitat degradation and pollution.”

“Re-greening housing estates with wildflowers and fruit trees will help create a healthier environment for people as well as wildlife. Art on buildings should reflect and compliment these concerns”

“Connect with the past of the place; which was very strong and arty”

“Community; Friendship; Zen; Serene; Current; Reflective of the residents; diversity.”



## Inspirations - South Acton Estate

*Approaches, styles, artists and colours which participants would like to see, or find particularly inspiring.*

### Local voices on inspirations for the artwork

“It would be good to join the strong old South Acton art community with what’s happening around the new developments (Acton Gardens).”

“Realism and abstract styles

“I love the organic style of pieces by **ATM** and **Lily Mixe**, which integrate well with the surroundings ... [as if] growing/fused with the environment”

“Local artists **Carrie Reichardt**, teamed up with **Karen Wylder** and **Eugene Ebril**

“**Danny Butcher**; **ATM** – could paint some local wildlife”

“Would be great to have **STIK** making work here again”

“Redbrick side of South Acton Lane – Leathan's block – should have a dedication to **Sound System** and community”

“Caribbean Sound System; Dedicate to Tippa Audio ... Include different Sound Systems.”

“Painting insects, birds or mammals in a realistic style to show their beauty and to inspire other residents to want to do more to protect them, and help in keeping the veg. and herb planters maintained – for food and also to encourage butterflies and birds”.

“Things to do with nature; colours of nature; greens; autumn browns”

“Avenue Park slide, local history - that could be included in the artwork”

“Street art; graffiti art; community-scapes; peaceful scenes; Social messages through art.”

### **Blu – Muto**

“I had an idea about an infestation of fun-looking creatures [around the buildings] which could be designed by local Berrymede kids.

That way, when the bulldozers move in, it could create a battleground between the monsters and demolition machines, reframing the bulldozers as ‘pest control’ – maybe a more helpful way for local kids to perceive the demolition, rather than just seeing the machines destroy their homes.”



## So what is the MyMural process?

The diagram here sets out the key steps in the MyMural process. Appendix 1 of this document contains a descriptive outline of each of the steps numbered in this overview.



## Logistics

**Public liability.** Unsurprisingly, it is essential that MyMural artists have suitable public liability cover, and DBS clearance where relevant. Please speak to us if you do not have either of these in place.

**Materials and access.** MyMural will provide or help towards costs of paint, access equipment and other logistics/permissions related costs, as far as possible.

**Artists Assistants.** MyMural is looking to fund some time towards costs for artist assistants, where relevant, who are local to the site being painted. We will particularly support those locals actively interested to gain experience on these kinds of projects and who would benefit from the opportunity and some days' paid work. To be agreed on a case by case basis. Please indicate via the Expression of Interest form linked below if you would benefit from artist assistant help.

**Lifespan & maintenance.** The artwork produced will remain on the wall for as long as it can be reasonably maintained. The selected artist is welcome to help in this process, to ensure extended longevity. After this, the community based at the site retains the right to explore new artworks or finishes.



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## Fees

A fixed fee budget structure is in place to support artists whilst proposing work and whilst making work. This not reflective of either artist status or commercial commission rates. It is a collaborative contribution towards production of the artist's artwork.

**Proposing work:** Submitting sketches for artist shortlisting – No fee

**Working-up:** Up to 3 directions developed in more depth, to discuss with community – Fee £350 to each artist selected, for a maximum of 3 shortlisted artists.

**Making work on site:** Fixed fee towards painting, upon completion of artwork on site - £1500 to one artist (or single artist group).

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## I'm up for it! ... So what now?

- **Your competence and your practice** – To show us and the community hosting this opportunity that you are up to the job, please submit a few examples of your comparable work, plus evidence of your experience painting at heights – ideally 3 storeys (approx 10 m), or above, to [m.willcocks@csm.arts.uk](mailto:m.willcocks@csm.arts.uk). You can include previous projects you have worked on, and any other relevant documents, policies, training, etc. which you consider relevant.
- **Sketch ideas** – Once you have expressed interest for a site, you can submit your outline approach or sketch ideas, to the same email (above). These will be shared with the relevant site community members together with the MyMural team. We do not expect you to burn yourself out at this stage. Obviously, you can spend as much or as little time as you like on your first ideas. It is just to give a flavour of your ideas or suggested approach to the locals, who will shortlist, and later, select the artist/s who can paint at the site.
- **MyMural Principles** - Artists submitting proposals are understood to have read and agreed to the MyMural principles, outlined [here](#). These can also be found in Appendix 3, at the end of this document.
- **Expression of Interest form** - Now, click here to express your interest and define the site you are interested in: <https://mymural.typeform.com/to/gSTj3g>.
- Make it amazing!



## Appendix 1 - MyMural process description

This page gives an outline description of activities and roles for each step. Details for specific sites are subject to change, as suits respective contexts.

### 1. REGISTRATION & CONNECTIONS

**RESIDENTS.** Established resident group (such as a tenants and residents association, or other form) confirms interest with the scheme, to bring quality art to their building wall/s. Confirm agreement from wall owner/manager to take part in MyMural scheme.

**ARTIST.** Artist checks eligibility, registers with the scheme and submits Expression/s of Interest (Eoi) for each specific opportunity they want to pursue.

Artist submits examples of artworks and evidence of working at height, 3 storeys (at least 10m) or higher.

**SCHEME SUPPORT.** MyMural panel approves artists applying to be registered with the scheme. MyMural team works with relevant resident / community groups to support development of the artist's opportunity (call).

### 2. CHAMPIONS

**RESIDENTS.** At least one Resident Champion nominated by resident group (per intervention). Resident Champion sets up the opportunity 'tender' using the MyMural template. Sets out details such as the wall/s, surface/s, the context and timing.

**SCHEME SUPPORT.** MyMural Panel support residents in preparing and activating their 'tender' for artists. Templates for preparing and submitting a new tender will be provided.

For relevant sites, a call for Artists' assistant(s) will be shared among local residents those looking for more experience in artistic practices. The idea is that successful applicants will be able to gain valuable experience and receive a fixed fee (according to scale of work), for assisting with the preparation and production of the artwork.

### 3. SHORTLIST - SUBMIT & REVIEW

**ARTIST.** Artist selects an opportunity from the calls/tenders on MyMural scheme.

Submits one or more quick proposals via the open submission for a particular site (no fee at this stage).

**RESIDENTS.** Between 3 and 5 artists are selected for the shortlist. Open invite to community for suggestions / comments.

**SCHEME SUPPORT.** The MyMural Panel supports residents in selecting shortlist.

### 4. COMMUNITY & SITE VISIT

**RESIDENTS.** Shortlisted artists are invited to visit the site area and meet some of the residents on dates set by the Resident MyMural Champion. Residents can use this chance to tell their story to the artist.

**ARTISTS.** Shortlisted artists invite to attend community and site visits, to see the wall, learn about the location and hear from residents. Shortlisted artist receive 50% of shortlist fixed fee to develop proposals.

### 5. AGREE & PREPARE

**RESIDENTS.** Residents select and confirm final artist. Champion works with artist to agree intervention date and uses MyMural resources to ensure relevant protocols are in place. Artist's assistant roles offered first to local communities wherever possible.

**ARTISTS.** Selected artist works with Champion to agree artwork (with a small margin for changes on site).

Supported by MyMural scheme and Resident Champion, to prepare logistics, H&S, permits, method statement, organise lifts, paint, etc. for painting.

**SCHEME SUPPORT.** Scheme provides agreement template; artist's liability insurance; lifts, permits guidance, pays next portion of artist's fee and paint.

### 6. PAINTING & PROMOTING

**RESIDENTS.** Resident Champion ensures agreements and permits for action are cleared before the start date.

**ARTIST.** Makes artwork and receives final portion of fixed fee. Artist submits at least one original sketch, print or maquette back to MyMural scheme, e.g. for 50/50 sale, to support longevity of the project and site maintenance.

**SCHEME SUPPORT.** Upon completion scheme pays artist remaining portion of fee. Retainer for repairs/maintenance.

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(Subject to updates).

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## Appendix 2 - MyMural Principles

**1. ARTISTS & RESIDENTS** - the MyMural scheme is not-for-profit, aimed at benefiting artists by opening up more paintable spaces, as well as residents and enabling more art among the spaces that surround us every day. The MyMural project panel and resident-champions will help select the artists making the most suitable submissions to ensure high-quality outcomes but artists will retain licence to make their own work. This is not a commission. The scheme works to reduce administrative burden and bring strong opportunities for great artworks to happen, whilst empowering residents and communities, through works they co-curate on their buildings.

**2. ART NOT ADVERTS** - the scheme does not support or promote murals as advertisements or related promotional devices.

**3. LARGE MURALS** – the scheme will start by delivering large scale artworks for communities to help curate and enjoy, and will in exchange, offer talented artists large spaces to paint new creative local landmarks. The first painted sites will on multi-story buildings (provisionally three levels or higher) and will start above the “high tide line” (i.e. beyond reach from ground-level). Future developments of the MyMural scheme will work to include smaller-scale walls and buildings. Please let us know what you are most interested in.

**4. COMMUNITY INVOLVEMENT, CURATION & OPPORTUNITIES** - the community and residents are key to engaging in the process, helping to curate, select, meet and feedback to the nominated artist/s. The scheme is also keen to provide work opportunities to local residents, e.g. as artists’ assistants, to help make the new actions happen within their neighbourhood.

**5. LOCAL CHAMPIONS** - each location or area will have nominated MyMural arts champion/s to represent the residents and ensure excellent artwork for their neighbourhood.

**6. ARTIST CHOICE & EXPRESSION** - the artist will have creative license for the artwork they produce, but will also meet some members of the community and get to know the site, with the choice to amend their proposals based on contact with the community.

**7. FEES FOR ARTISTS** - all participant artists will be offered a fee (determined by the scheme) unless they choose to waive this for the benefit of the project. Shortlisted artists will also have a fee made available to work-up proposals. Intellectual property will remain the property of the artist. Where artist assistants are involved, from the community local to each artwork, the assistants will be paid a fee for their contribution to the project, too.

**8. MAKE THE SURROUNDING ENVIRONMENT BEAUTIFUL** - the scheme is committed to enabling more leading creativity on more walls for London, and to supporting residents to be pro-active in bringing colour and creativity to their immediate environment. We commit to providing high quality artwork for the local residents that improves the immediate area. Each resident community will have the opportunity to veto works made and re-engage in the scheme to enable new works after 12 months, if desired.

This scheme means to avoid mediocrity and we need your help to achieve this.

**9. WE DO THE LEGWORK** - the MyMural initiative will support each participating resident community, and artist, with information and resources to support logistics, paint specification, risk assessments, method statements, permits, decommissioning plans and traffic management. We will also offer materials for artists to ensure their intellectual property rights are best protected.

**10. SUPPORTING THE SCHEME** - organisations who identify with our values are welcome to support our effort through collaboration as MyMural supporters.

Please get in touch to discuss opportunities. Contact: Marcus Willcocks: [m.willcocks@csm.arts.ac.uk](mailto:m.willcocks@csm.arts.ac.uk)